

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 /013 W
-----128855 081116Z /12

O 081009Z AUG 78
FM AMEMBASSY SOFIA
TO USINFO WASHDC IMMEDIATE
INFO USICA WASHDC
SECSTATE 5050
AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 SOFIA 1600

USICA PASS VOA/PE (PLANINSKY); PGM/E, EU; VIENNA FOR RPO

E.O. 78652: N/A

SUBJECT: OPENING OF "PHOTOGRAPHY-USA" EXHIBIT, AUGUST 7, 1978,
SOFIA

1. AT 1730 HOURS ON AUGUST 7 AT SOFIA'S SHIPKA GEBLERY
AMBASSADOR GARTHOFF WELCOMED NEARLY 300 INVITED GUESTS TO
THE OFFICIAL OPENING OF THE "PHOTOGRAPHY-USA" EXHIBIT, THE
FIRST AMERICAN EXHIBIT IN BULGARIA UNDER THE OFFICIAL
BILATERAL PROGRAM OF EXCHANGES SIGNED LAST YEAR IN
WASHINGTON. LEADING BULGARIAN OFFICIALS AT THE OPENING
WERE: MARIN YOTOV, DEPUTY FOREIGN MINISTER; LYUBEN VASILEV,
DEPUTY CHAIRMAN, COMMITTEE FOR CULTURE; EMIL ALEKSANDROV,
DEPUTY CHAIRMAN, COMMITTEE FOR CULTURE; ARAM KHADZHOLSIN,
DEPUTY DIRECTOR GENERAL, BULGARIAN PHOTOGRAPHY.

2. THE AMBASSADOR RECALLED THAT "PHOTOGRAPHY-USA" HAS
BEEN SEEN BY OVER TWO MILLION PEOPLE IN THE SOVIET UNION,
ROMANIA AND YUGOSLAVIA, AND OVER 40,000 VISITORS
DURING ITS EARLIER SHOWING IN PLOVDIV. HE NOTED THAT
PHOTOGRAPHY IS A HIGHLY DEVELOPED
TECHNICAL FIELD, ONE WHICH INCLUDES HIGHLY SPECIALIZED
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PROFESSIONAL ACHIEVEMENTS AND WIDELY ENJOYED AMATEUR
PARTICIPATION; IT INVOLVES AN APPLICATION OF SCIENCE,
BUT IT CAN ALSO BE MEDIUM FOR ART. THE AMBASSADOR HOPED
THE EXHIBIT WILL BE OF INTEREST FOR ANOTHER REASON:
"PHOTOGRAPHY CAN CAPTURE MUCH OF THE LIFE AND SPIRIT OF
A PEOPLE, AND WE HOPE THOSE WHO SEE THIS EXHIBIT WILL
COME AWAY WITH A BETTER UNDERSTANDING OF AMERICAN LIFE

AND THE AMERICAN PEOPLE. INCREASED UNDERSTANDING BETWEEN PEOPLES IS, OF COURSE, ONE OF THE PRINCIPAL PURPOSES OF CULTURAL EXCHANGES. IT CAN, IN TURN, CONTRIBUTE TO WIDER CONTACT AMONG PEOPLES AND ULTIMATELY IMPROVED POLITICAL RELATIONS."

3. EMIL ALEKSANDROV, DEPUTY CHAIRMAN, COMMITTEE FOR CULTURE, NOTED THAT THE "PHOTOGRAPHY-USA" EXHIBIT HAS COME TO SOFIA IN ACCORDANCE WITH TTB US-BULGARIAN CULTURAL EXCHANGE AGREEMENT, AND RECALLED THAT SOME TIME AGO AT SHIPKA BULGARIANS HAD AN OPPORTUNITY TO SEE ANOTHER EXHIBIT ("REFLECTIONS-USA"), DEVOTED TO BICENTENNIAL. ALEKSANDROV STRESSED: "RECENTLY THE CULTURAL EXCHANGE BETWEEN BULGARIA AND US INCREASED SIGNIFICANTLY AND WE ARE ALL HAPPY SINCE IT IS A PRINCIPLE IN CULTURAL POLICY OF OUR COUNTRY THAT CULTURE MAY PERFORM ITS HIGH MISSION FOR THE FURTHER IMPROVEMENT OF MAN, FOR THE BETTER UNDERSTANDING AMONG PEOPLES FROM THE ENTIRE WORLD." IN CONCLUSION ALEKSANDROV SAID: "PERMIT ME ALSO PLEASE TO EXPRESS MY HOPE THAT THIS EXHIBIT WILL CONTRIBUTE TO BETTER MUTUAL UNDERSTANDING AND FOR OUR TWO PEOPLES TO BECOME BETTER ACQUAINTED" WHICH IS WISH OF BULGARIAN LEADERS, EXPRESSED BY STATE COUNCIL CHAIRMAN TODOR ZHIVKOV, AND ALSO, IN THE EXHIBIT BROCHURE, BY PRESIDENT CARTER IN HIS MESSAGE TO BULGARIAN PEOPLE.

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4. AVRAM KHADZHOLYAN, DEPUTY DIRECTOR GENERAL, BULGARIAN PHOTOGRAPHY, WELCOMED U.S. ORGANIZERS AND EMINENT PHOTOGRAPHERS ON THE OCCASION OF "THIS GREAT CREATIVE EVENT" (KRUPNA TVORCHESKA IZYAVA). HE CONTINUED: "THE EXHIBIT IS A RESULT OF CULTURAL CONTACTS, RECENTLY INTENSIFIED,

BETWEEN BULGARIAN AND THE U.S. IT IS AN EXPRESSION OF THE DEEP DESIRE OF OUR PEOPLES FOR CULTURAL COOPERATION, EXCHANGE OF CULTURAL VALUES AND CREATIVE EXPERIENCE WITH ALL COUNTRIES TO WHICH THE CASE OF PEACE AND FRIENDSHIP AMONG PEOPLE IS DEAR." HE CONTINUED: "THE PRESENT EXHIBIT COMES TO ENRICH OUR IDEAS ABOUT MODERN PHOTOGRAPHY IN THE U.S. IT ACQUAINTS US WITH THE ACHIEVEMENTS AND

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AMEMBASSY VIENNA

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TENDENCIES IN ITS DEVELOPMENT, AND ITS PROSPECTS FOR THE TOTAL INVOLVEMENT (NAVLIZANE) OF PHOTOGRAPHY IN LIFE, SCIENCE, JOURNALISM, ADVERTISING, AND ART AS A REFLECTION OF CREATIVE THOUGHT AND TECHNICAL PERFORMANCE AS WELL. WE, WITHINNTENSE INTEREST, FOLLOW THE DEVELOPMENT OF PHOTOGRAPHY IN THE U.S. WHICH SEEKS NEW POSSIBILITIES FOR APPLICATION." KHADZHOLYAN, PROMINENT PHOTO SPECIALIST, SAID THE EXHIBIT PROVIDES OCCASION FOR INTERESTING MEETINGS, PRESENTATION OF PAPERS, AND CREATCE DISCUSSIONS AMONG U.S. AND BULGARIAN PHOTOGRAPHERS. HE WAS REFERRING TO JOINT U.S.-BULGARIAN SEMINAR IN SOFIA, AUGUST 14-17. KHADZHOLYAN CONCLUDED: "THAT IS WHY I WANT TO THANK THE ORGANIZERS OF THIS EXCEPTIONALLY INTERESTING PHOTO EXHIBIT WHICH WILL STIMULATE THE ESTABLISHMENT OF NEW CREATIVE CONTACTS BETWEEN BULGARIAN AND AMERICAN PHOTOGRAPHERS IN THE NAME OF PEACE AND FRIENDSHIP, FOR MORE BEAUTY AND HUMANISM."

5. AIR POUCHED AUGUST 8 FOR VOA/PE (PLANINSKY) WERE: CASSETTE CONTAINING OPENING REMARKS, PRESS RELEASE, AND WRITTEN TEXTS (IN ENGLISH AND BULGARIAN) OF AMBASSADOR'S AND KHADZHOLYAN'S REMARKS.

6. ALL AUGUST 8 SOFIA DAILIES CARRIED BTA STORY ON
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OPENING OF "PHOTOGRAPHY-USA" EXHIBIT. RADIO AND TV ALSO USED SIMILAR TEXT IN AUGUST 7 EVENING NEWSCASTS. SEE SEPTEL ON TEXT.

7. EXHIBIT OPEN TO PUBLIC AUGUST 8-26 INCLUSIVE, 1100-2230 HOURS DAILY EXCEPT MONDAYS.
GARTHOFF

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Message Attributes

Automatic Decaptioning: X
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Copy: SINGLE
Draft Date: 08 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: SOFIA
Handling Restrictions: n/a
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Review Release Date: N/A
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Status: NATIVE
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To: STATE
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Review Markings:
Sheryl P. Walter
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